



## Raus Mit 'Em Shoe Sale

From "Economy's" standpoint you can't afford to overlook this sale, which is different from other shoe sales. The Guarantee never buys "job lots," "sample shoes," or carries over shoes from season to season, and therefore it is not this class of merchandise we are offering you, but the very latest and the best make of shoes, which long years of expert experience have taught us to buy.

Raus Mit 'Em Ladies' Shoes		Raus Mit 'Em Men's Shoes	
\$6.00 Laird Scholier shoes	\$4.85	Edw. Clapp \$7.00 shoes	\$5.85
\$5.00 grades, now	\$3.95	Edw. Clapp \$6.00 shoes	\$5.25
\$4.00 grades, now	\$3.45	Bench made \$5.00 shoes	\$4.25
\$3.50 grades, now	\$2.95	Guarantee Special \$4.00 shoes	\$3.45
\$3.00 grades, now	\$2.65	Succesa \$3.50 shoes	\$2.95
\$2.50 grades, now	\$1.95	Regent \$3.00 shoes	\$2.65
Children's Shoes		Boys' Shoes	
\$2.50 grades, now	\$2.20	\$2.50 grades, now	\$2.95
\$2.00 grades, now	\$1.80	\$3.00 grades, now	\$2.75
\$1.50 grades, now	\$1.35	\$2.50 grades, now	\$2.35
\$1.00 grades, now	85c	\$2.00 grades, now	\$1.85
75c grades, now	60c	\$1.50 grades, now	\$1.35

All intermediate grades at proportionate reductions.



**The Guarantee**  
SHOE COMPANY  
203 Mesa



## Society

### El Pasoans Returning

Mr. and Mrs. Jacie Lee Basinger have returned from their wedding tour to Alabama, and will make their home in El Paso. Mrs. Basinger is a sister of Mrs. John C. Schuller of this city. She and Mr. Basinger were married at Center, Tex., on Dec. 21.

Mr. and Mrs. S. B. Haggart have returned from eastern Texas, where they spent the holidays.

Eugene Donaldson, with Behr & Watts, has returned from a three weeks trip in the east.

Mrs. E. Quilias and son have returned from spending the holidays with the former's parents at San Marcial, N. M.

Mrs. Rue Jackson and children returned the first of the week from Alamogordo, N. M., where they spent Christmas and New Years.

Margaret Richardson returned on Tuesday from Denning, after a pleasant visit with Miss Leona Walker. A number of parties and other entertainments were given in her honor, which made her stay in Denning a most enjoyable one.

Laurel Helms spent the vacation on her father's ranch in western Texas and returned to school on Tuesday evening.

Rose and Carrie Adams, of Helen, Tex., and Dorothy Stahmann, of Clint, Tex., came in by automobile from their homes, after a pleasant holiday.

Hellen Wien returned from Johnson, Ariz., and Emma Buchler from Shafter, Tex., having spent the holidays with their parents.

Miss Cecil Hooper has returned from a month's visit with Mrs. W. E. Porter at Long Beach, Calif.

Richard F. Burges and daughter returned to El Paso last night from Mr. Burges's old home, Seguin, Tex., where they have been spending a week visiting relatives.

For good cleaning, phone Wright.  
Try a 5c box of our chewy mint  
chews. **Elite Confectionery.**

Let Wright dye for you.

### For the Theatre



The little lace caps for the theater are charming, if not too large. Gold lace is the favorite material and it is used here for the entire cap, the crown being of net and the frill of edging. The edging is wired and arranged to suit the face after putting on. A wired black velvet cord is the only trimming. The collar of roses with its black velvet ends is a novelty, large pink roses being chosen, and the petals edged outlined with black chenille.

### Dinners and Luncheons

### Out Of Town Visitors

Mrs. Geo. W. O. Martin, of Denning, N. M., is visiting her sister, Mrs. D. M. Conway, at 619 North Ochoa street.

Mrs. W. H. Aldrich and children, of Aldrich, Texas, have arrived to spend the winter with Mrs. Aldrich's mother, Mrs. S. E. Wooten, 221 West Rio Grande street. Mr. Aldrich will join his family here some time in February.

Dan Kenan, who returned during the holidays, because of the death of his mother, has returned to Western university at Middletown, Conn., where he is a student.

Mrs. G. M. Hanson of Dawson, N. M., is the guest of Mrs. W. A. Hawkins.

Carrie Brown, of Marfa, Tex., is visiting Miss Mary Caples of West Boulevard.

Mrs. Hill arrived in the city on Christmas Eve to visit her daughter, Ruth. Mother and daughter are at present staying with Mr. and Mrs. S. Kvanthoff, of 1218 Montana street.

Mr. and Mrs. Godfrey Andrews and children, who have been spending the holidays with their parents, Mr. and Mrs. A. Andrews, left Thursday for their home in Upland, Calif.

G. Heyman, of San Francisco, is in the city on business. Mr. Heyman is president of the Ohio Distilling company and treasurer of the American Exploration company.

J. C. Merton, of Globe, Ariz., is in the city on business and will remain about two weeks.

## Walk Over Shoe News



Ladies' Patent Colt Sixteen Button Boot, Black Cravenette Top, Full Toe, with Welt Sole and High Cuban Heel. A Very Dressy Boot for Street Wear.

**\$4.00**  
**WALK OVER**  
**BOOT SHOP**  
214 San Antonio St.

**SUPPLENESS** is the keynote of present corset fashions. This is true also of gowns—they must fit snugly but not appear stiff and unyielding.

## Bon Ton (Non-Rustable) Corsets



are the short cut to the graceful, willowy-appearing figure—the secret of fashionable gowning and a boon to your dressmaker.

Every woman who once wears them becomes an enthusiastic devotee and cannot be induced to wear another kind. There is a subtle charm about the BON TON that excites and holds your admiration.

We carry at all seasons a complete stock of Bon Ton corsets and can fit any type of figure.

**THE WHITE HOUSE**  
"The corset store of El Paso"



## What We Do We Do Well

We make and fit glasses for people who appreciate good eyesight and want the best optical service.

Our facilities for diagnosing and correcting defects of the eyes are unquestionably the best in the Southwest.

Since 1901, the Segall Optical Company has been recognized as the best in El Paso. Our equipment is unequalled. We are pre-eminently qualified to give you the best optical service obtainable, and guarantee satisfaction.

Expert eyeglass and spectacle fitting is what we do and we do this well. We fill ophthalmic prescriptions, grind lenses, manufacture frames, duplicate broken lenses, and do all kinds of repairing.

Our guarantee is broadly and liberally interpreted. We cordially invite you to visit us. In case your eyes require treatment you will be referred to your physician. If out of town—write to us.

### Need Glasses? Ask Segall.

## SEGALL OPTICAL CO.

230 Mesa Ave.

## What Our Patrons Say

"That hand work of yours is the most thorough cleaning in the world," remarked a lady who was wise enough to send us a dainty opera coat.

The same thing is being said every day about our process of cleaning. Machine cleaning and pressing is all right if you want a "half way" job and are in a hurry for it. But if you can spare just an hour's more time by all means let us do your work and show you how thorough our cleaning—how perfect our Pressing.

## Angelus Cleaning Works

BLOCK BROS., PROP.  
Crawford Theatre Building  
Established in 1904. Auto 1610  
Auto 1650.



## Watch Buying Made Safe

When you purchase a watch or any article of jewelry from us we guarantee both quality and price. Every man or woman can be justly proud of a watch from Bullard's—for they will know they never need apologize for it—that it is a watch of the first quality and will always be an accurate time piece.

There is a sense of security in owning a Reliable Watch--The great satisfaction in owning a Bullard Watch is that you get this security at no added cost.

## H. Bullard

225 I-2 San Antonio St.

## The Only Thing

If you want good safe milk patronize the only dairy that pasteurizes their milk.

## Pasteurized Milk

Is the only milk you can depend upon.

## El Paso Dairy Co.

Office 423 No. Oregon St.

Both Phones.

### El Pasoans Away

Dr. A. Howard Butler, former assistant city health officer in El Paso, is now connected with the hospital department of the Madera Lumber company at Madera, Mex.

Mrs. John C. Box, of 1302 North Oregon street, left the first of the week to visit at her old home, Jacksonville, Texas.

Mrs. J. M. Romagny, of North El Paso street, left the first of the week for Willis Point, Tex., where she was called on account of the serious illness of her brother, Rev. C. A. Hooper, a Methodist preacher in the Texas conference.

**Notice, Amateur Photographers.**  
We know you desire to get the best results from your negatives. The way to accomplish this is to use "Cyko" paper. "Cyko" is a paper of the development class, which prints at any time, in any light and from all classes of negatives. It is the paper that makes it possible for the amateur who is busy throughout the day, to utilize his evening hours making prints, and it is the paper that should be used to secure the best prints, whether from glass negatives or film negatives. "Cyko" paper comes in three grades and four surfaces. We shall be glad to give you a copy of the "Cyko" book, published by the Ansco Co. (We are agents for Ansco cameras and supplies.) Scott White & Co., Mills Building.

Rapid progress is being made on sewer construction in Phoenix. Street paving is to be completed early in January, 1912. Street lights, five light electricians, are now in operation.

## Ladies Are Invited to Attend A Mapleine Demonstration Monday, Tuesday and Wednesday, Jan. 8, 9 and 10 at The Popular Dry Goods Store

Mapleine is a purely vegetable extract that supplies a much needed want. It is economical because a two ounce bottle at Thirty-Five cents will make two gallons of syrup at a cost of less than Sixty cents a gallon that has a delicious maple flavor even better than maple.

Mapleine is used for flavoring cake, icings, frostings, puddings, ice cream, candies, is used extensively at soda fountains, gives perfect satisfaction in hard or soft candy and blends readily with all other ingredients and will neither cook out, bake out or freeze out.

Mapleine is the rich man's delicacy and the poor man's friend.

Mapleine is now handled and sold throughout the United States and is being shipped daily to many foreign countries.

Mapleine has become a staple article with wholesale and retail grocers. Ask your grocer for Crescent Mapleine, if he hasn't got it it can be obtained through his jobber. Beware of imitations and substitutes. Every bottle of Crescent Mapleine bears our trade mark.

Mapleine is sold to comply with national and all state pure food laws.

Be sure and call to the demonstration and leave your order on your grocer for a bottle of Mapleine. Receiving a cook book with forty tested recipes.

Mapleine Ice Cream, cake and candies will be served daily at the demonstration.

The Popular Dry Goods Store will not handle Mapleine but through courtesy to the jobbers and dealers they have generously donated space to have it advertised.